



# **FACILITATE LEARNING AND KNOWLEDGE TRANSFER**

**Service offer**

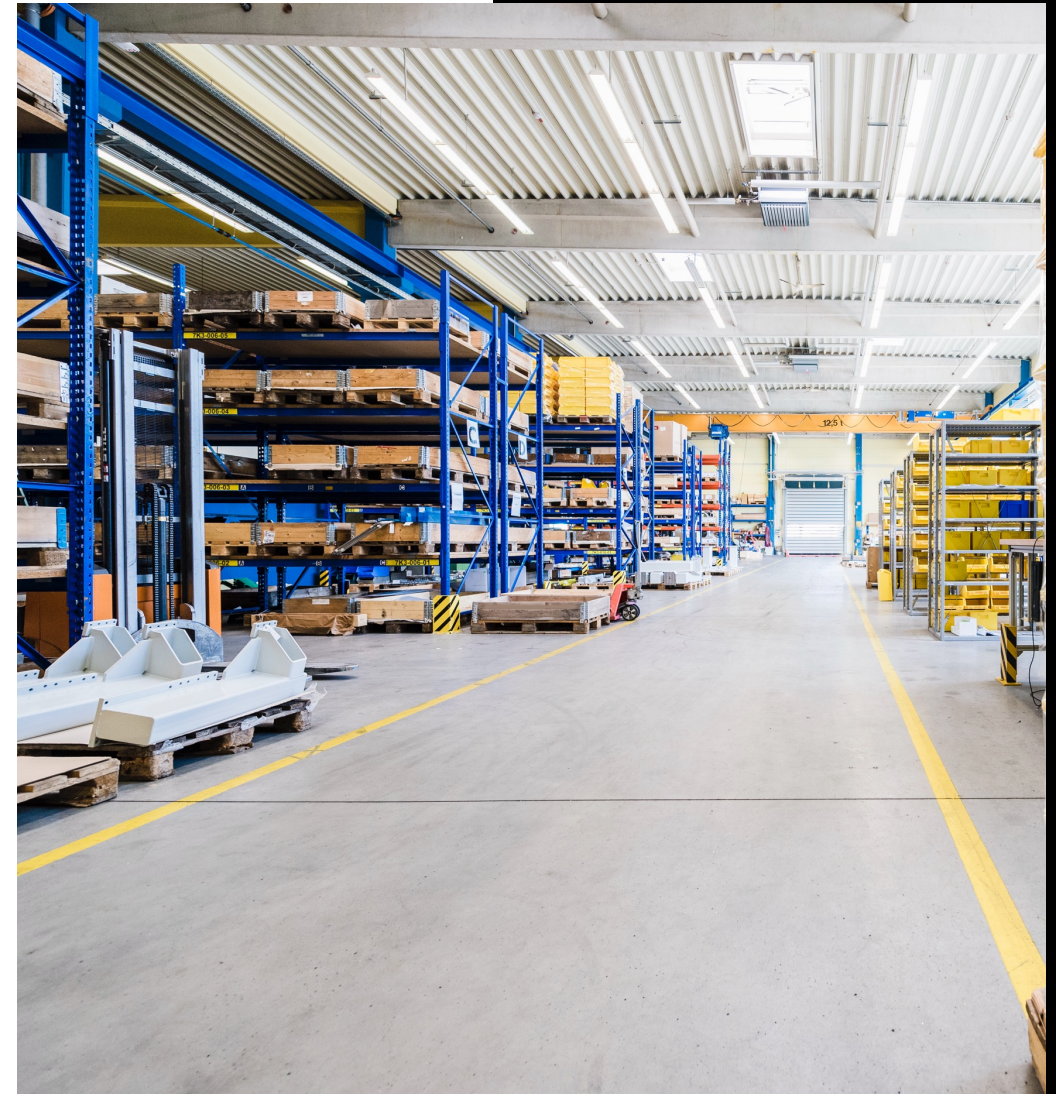
Alpha Learning

# ABOUT US

Alpha Learning offers a comprehensive service package for training and procedural video production - analysis, strategy, production, integration - or customized, designed to meet all your retention, skill development and transfer needs.

We use video production and an online training platform as the tools of choice to improve skills and business operational processes, and deliver an immersive, effective learning experience tailored to your business needs.

Over the past few years, with increasing staff turnover and baby boomers retiring, knowledge transfer has become essential. At Alpha Learning, we're committed to helping companies keep critical skills in-house, ensuring a smooth transition between generations of workers.



Alpha Learning

# OUR SERVICES

With technology evolving at a rapid pace, video, and artificial intelligence (AI) are the tools of choice for transferring knowledge in an effective and engaging way. We're convinced that our approach will not only address the issues of recruitment, retention, supply chain slowdowns, skills shortages when employees leave, but also foster business growth, sustainability, and profitability.

Find out more about our various services and how they can transform your business:

- 1. VIDEO PRODUCTION**
- 2. INTEGRATION AND MANAGEMENT OF ONLINE TRAINING PLATFORMS (LMS)**



# VIDEO PRODUCTION



**01**  
TECHNICAL PROCEDURE VIDEOS

**02**  
OPERATIONAL PROCEDURES VIDEOS

**03**  
VIDEO ON PRODUCT USE

**04**  
ADMINISTRATIVE VIDEOS

**05**  
CORPORATE VIDEOS

Our video production services

# 01. PRODUCTION OF TRAINING VIDEOS AND TECHNICAL PROCEDURE VIDEOS

Our specialized team creates training videos, and technical procedure videos tailored to your business needs. The objective is to help you standardize your operations to ensure a greater understanding of certain technical skills. By integrating this type of video into your skills development program, you reduce learning times, improve operational performance, and reduce the risk of errors.

## Here are some examples of how we can help:

- Film daily tasks and key procedures.
- Design interactive simulations based on real-life situations.
- Structuring and illustrating training content.
- Film and document best practices.
- Create visual tutorials.
- Develop interactive procedure manuals.
- Enhance existing training content with animations, narrative techniques, images, infographics and more.
- And much more.



**View our technical demo:**  
[www.alphalearning.ca/home](http://www.alphalearning.ca/home)

Our video production services

## 02. CREATION OF PRACTICAL VIDEOS FOR TRAINING AND OPERATIONAL PROCEDURES

Alpha Learning specializes in creating training videos and operational procedure videos that focus on the practical application of knowledge in specific contexts. Our videos are designed to train your staff on machinery, the assembly line, new processes or simply to document operational methods. Using GoPro cameras and our team of field videographers, we document every step to ensure complete understanding.

Our dynamic content enables your staff to quickly acquire the skills they need to excel in their roles, reducing learning times and associated costs.

### Here are some examples of the services we offer:

- Filming daily tasks and key procedures.
- Conducting interviews to extract explicit and tacit knowledge and create visual tutorials.
- Design interactive simulations based on real-life situations.
- Film every operational stage of a machine, from activation to maintenance.
- Create health and safety capsules.
- Create interactive manuals for quick reference.



View our operational demo:  
[www.alphalearning.ca/home](http://www.alphalearning.ca/home)

Our video production services

## 03. CREATION OF TRAINING VIDEOS AND TUTORIALS ON PRODUCT USE

We create interactive training videos on how to use your products. These training courses and tutorials are tailored to sales teams, customers, and technical support teams. These videos explore the unique features, functionality, and benefits of your products. The objective is to make them as clear and concise as possible to help your customers use your products effectively, configure them, solve common problems, and exploit all available features, thus ensuring an optimal user experience.



**View our product demo:**  
[www.alphalearning.ca/home](http://www.alphalearning.ca/home)

By providing interactive video resources that can be accessed at any time, you enable your teams and customers to train flexibly, reducing the need for face-to-face training and ongoing technical support.

### Here are a few examples:

- Design interactive simulations based on real-life situations with the product(s).
- Create interactive tutorials to optimize use, configuration and problem-solving, to take full advantage of available features.
- Film practical demonstrations to illustrate best practice.
- Document every stage of product use, from assembly to maintenance.
- Create documents or interactive manuals to facilitate quick reference to a product's features.
- And much more, depending on your needs.

Our video production services

## 04. PRODUCTION OF VIDEO CONTENT FOR TRAINING AND ADMINISTRATIVE PROCEDURES

We specialize in the production of training videos and administrative procedures. Working closely with you, we produce customized videos tailored to your administrative and human resources needs. Whether you need to inform your employees, onboard new employees, train managers or document key procedures, our clear and precise videos guarantee the optimization of your internal processes and the development of your teams' skills. Additionally, you can reduce training costs and improve operational efficiency through consistent transmission of information and best practices.

### Here are some examples of video content:

- Film your employees' daily tasks and key procedures, then create interactive reference manuals.
- Conduct interviews to extract explicit and tacit knowledge and create visual tutorials.
- Record demonstrations to illustrate best practices.
- Present company standards and policies (health/safety, harassment, recognition program, etc.).
- Outline general terms and conditions of employment.
- Enhance existing training content.
- And much more.



**View our administrative demo:**  
[www.alphalearning.ca/home](http://www.alphalearning.ca/home)



Our video production services

## 05. CREATION OF CORPORATE VIDEOS

Our customized corporate video creation service offers personalized videos aligned with your corporate identity. Our professionals work closely with you to produce unique video content, whether to promote your brand, present your products or services, communicate with your target market, or demonstrate your corporate culture to new employees. With quality scripts and visuals, we help you achieve your business objectives by engaging your audience and your employees and differentiating yourself in the marketplace.

With carefully crafted scripts, scenarios, and quality visuals, we're committed to helping you engage your customers, capture the attention of your employees, stand out in the marketplace, generate interest and inspire action.

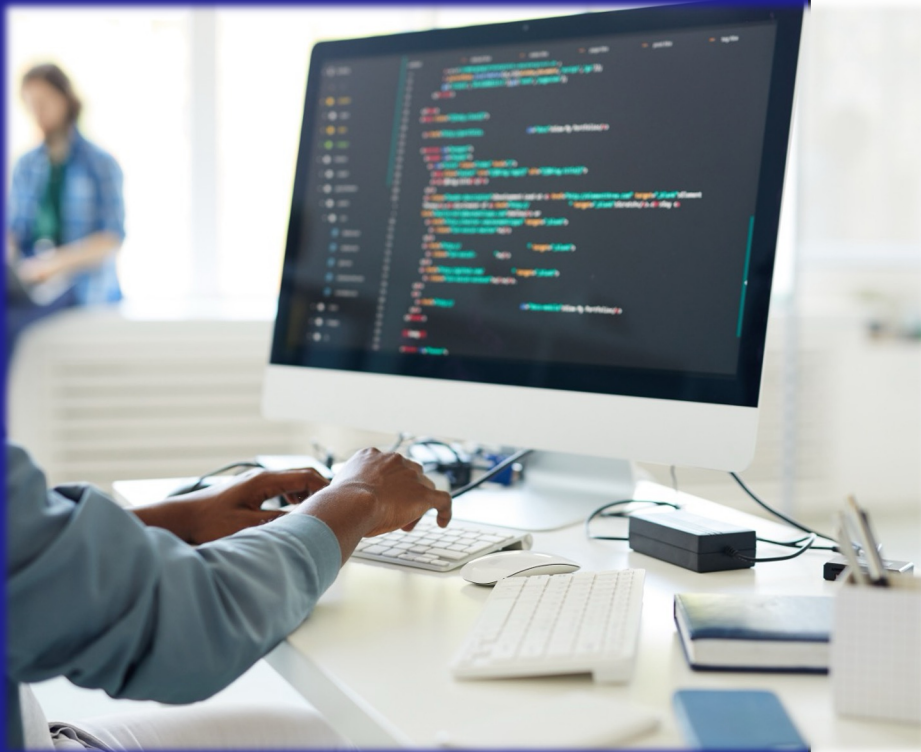
**Here are just a few examples of corporate videos we can offer you, customized or as a complement to your training programs:**

- Company presentation
- Customer testimonials
- Recruitment
- Brand awareness
- Product launch
- Internal communication
- Your facilities
- And other ideas you might have.



**View our corporate videos:**  
[www.alphalearning.ca/home](http://www.alphalearning.ca/home)

# E-LEARNING / LMS PLATFORMS



## **01**

### **COMPLETE LMS IMPLEMENTATION**

- Integration
- Launch
- Management

## **02**

### **LMS INTEGRATION**

Our LMS implementation services

# 01. LMS COMPLETE IMPLEMENTATION: INTEGRATION, LAUNCH AND MANAGEMENT OF YOUR ONLINE TRAINING PLATFORM

Alpha Learning offers complete solutions for the integration of interactive online training platforms, also known as e-learning or learning management systems (LMS), tailored to your needs for skills development and transfer. By collaborating with your team, we manage your entire learning management system (LMS), from integration to content deployment.

Whether you're looking to deploy large-scale training, centralize your learning resources or track your teams' progress, our LMS implementation and management service ensure a smooth transition to e-learning.

By optimizing your training processes and providing easy access to quality content, we help you save money while improving your organization's overall performance.



Watch our demo :  
[www.alphalearning.ca/home](http://www.alphalearning.ca/home)

Our LMS implementation services

## 02. INTEGRATION OF TRAINING PROGRAMS AND PROCEDURES ON YOUR E-LEARNING PLATFORM (LMS)

If you don't need us to handle the complete integration, launch and management of your online training platform, we're here to help you specifically with the integration process.

Our solution is designed to simplify and optimize your e-learning process. Working in concert with your team, we take care of the seamless integration of your training and procedures on your LMS.

Whether it's harmonizing training programs, centralizing access to learning resources or facilitating the tracking of your teams' progress, our approach ensures a consistent and efficient learning experience.

By opting for our solution, you can optimize your human resources management, improve productivity, and reduce training-related costs thanks to a well-integrated and functional e-learning platform.



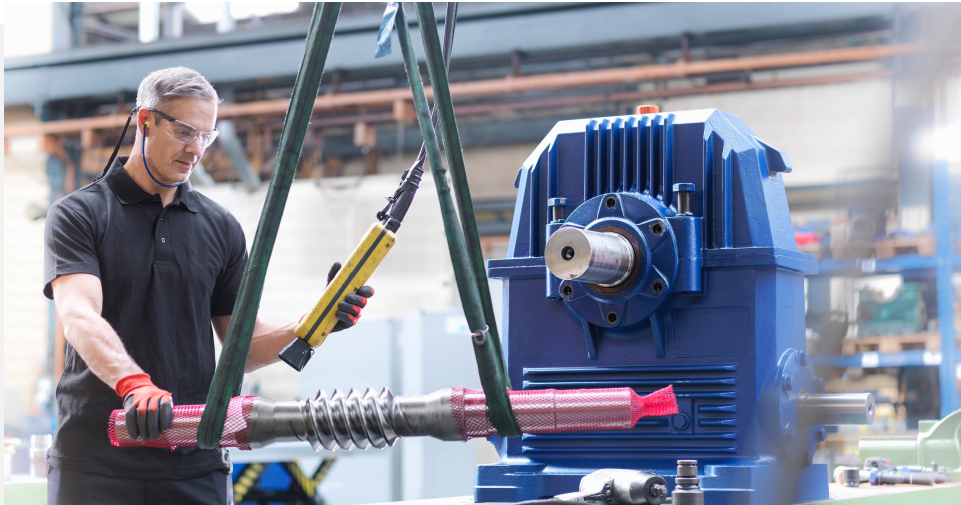
Watch our demo :  
[www.alphalearning.ca/home](http://www.alphalearning.ca/home)

Alpha Learning's service offering

# OUR APPROACH

At Alpha Learning, our primary objective is to shape modern learning experiences that exceed traditional standards. We firmly believe in integrating cutting-edge technologies such as video, artificial intelligence (AI) and interactive LMS-based online training platforms to deliver immersive and effective learning paths.

Our approach, focused on skills development and knowledge transfer, is guided by a constant desire to meet our customers' specific needs and preserve critical skills within their teams. We are committed to helping our clients make a smooth transition between generations of workers, by providing solutions tailored to the rapidly evolving business world.



**01**

Develop the skills of your employees



**02**

Optimize and structure your content



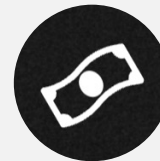
**03**

Facilitate the standardization of your processes



**04**

Promote better operational efficiency



**05**

Contribute to your profitability



In the industry

# CANADIAN MANUFACTURERS

Canadian manufacturers are facing significant challenges with regard to their workforce, and more specifically, the retention of skills within their companies.

According to the Canadian Manufacturers & Exporters (CME), more than **80% of manufacturers** are facing **labor shortages**, compared to **60% in 2020**.

This shortage has a direct impact on the revenue and growth of the manufacturing sector.

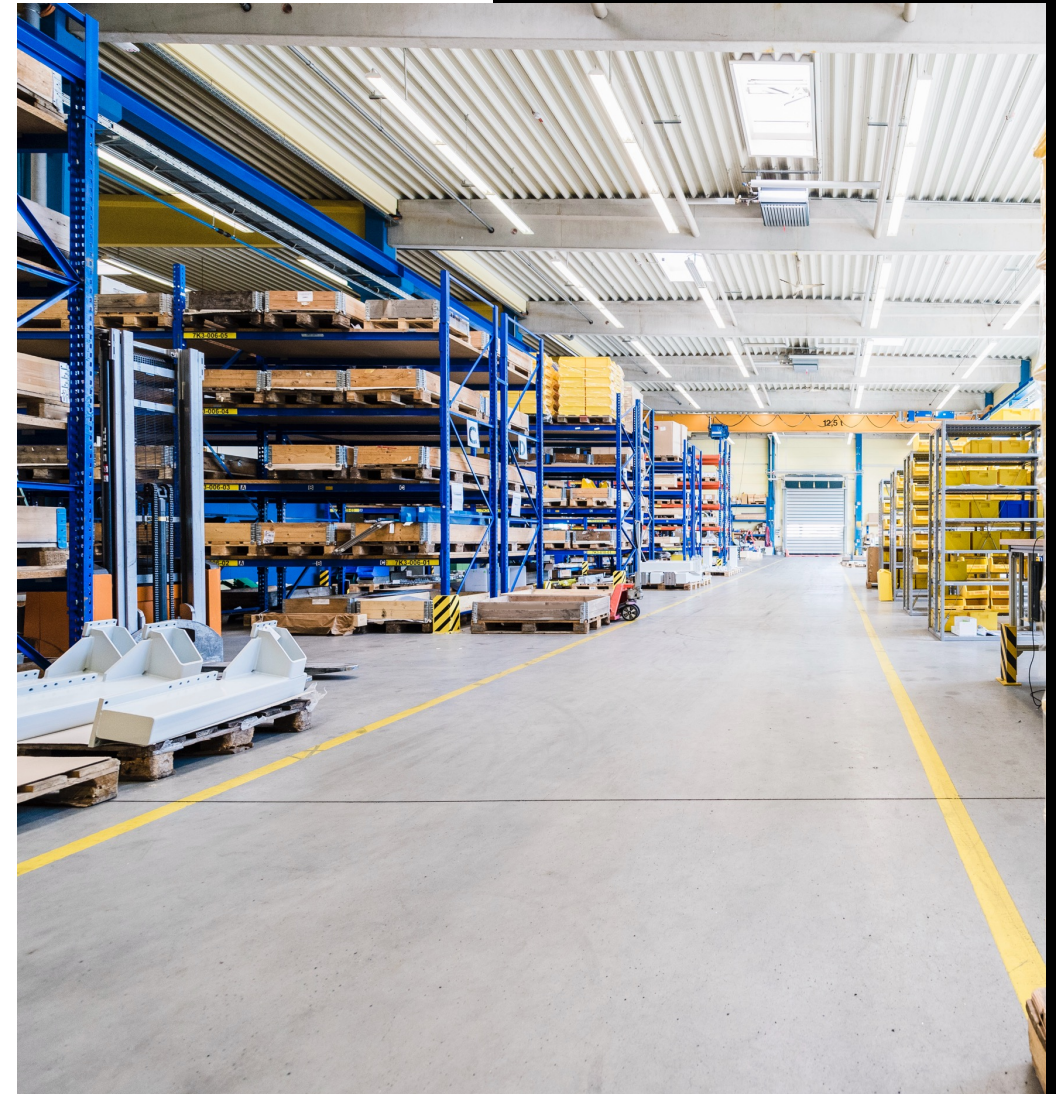
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A different reality in 2023:

**60%**  
2020

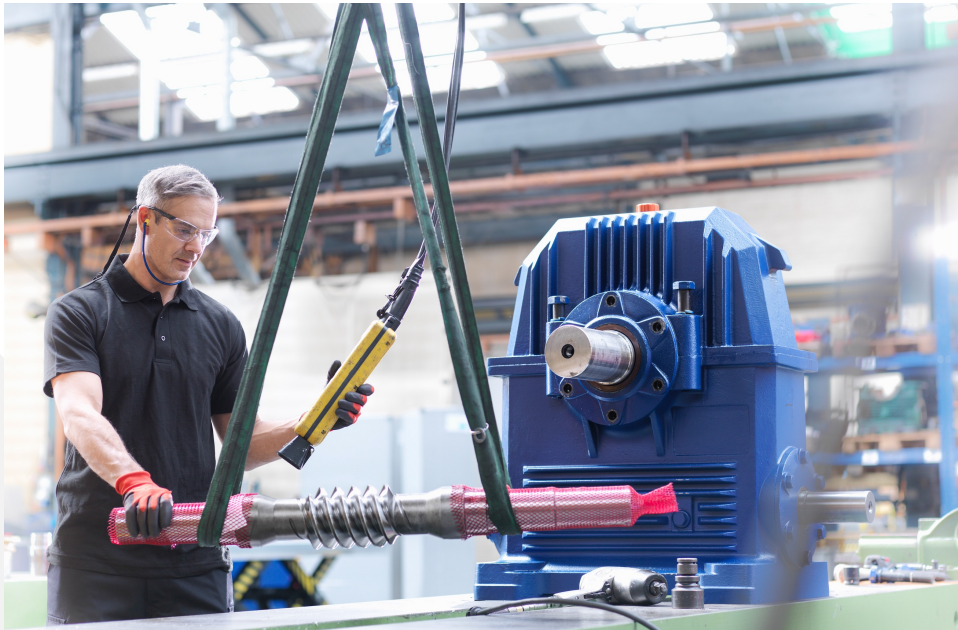


**80%**  
2023



# CHALLENGES

When we talk about workforce and skills challenges, we are referring to dimensions such as...



## 01 THE ACCESSIBILITY OF TRAINING RESOURCES

Are your training resources, such as paper-based procedures, PowerPoint presentations, online materials, etc., easily accessible to your employees?



## 02 THE EFFECTIVENESS OF YOUR TRAINING RESOURCES

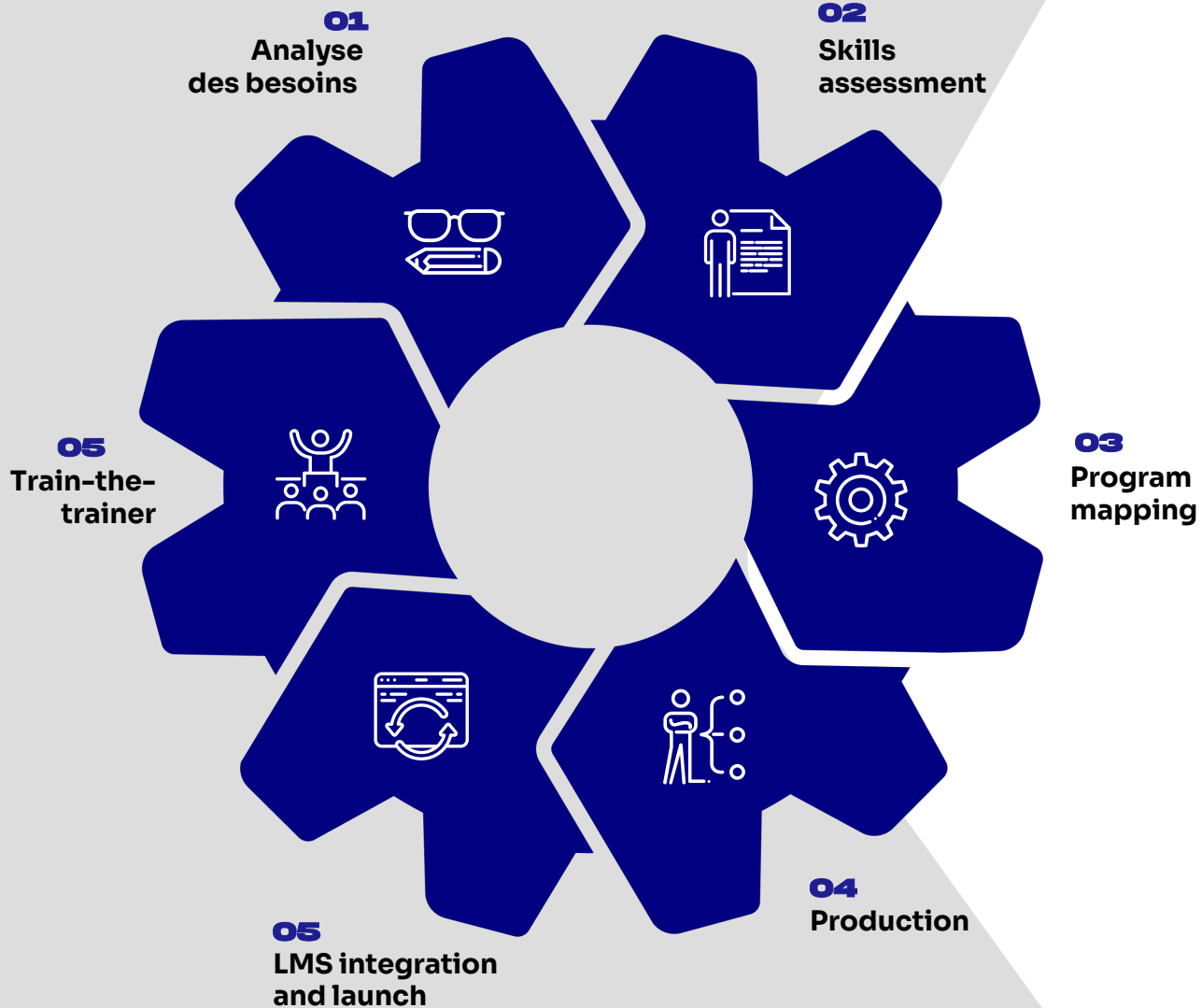
Are your training resources easy for your employees to understand? Do they have the necessary support to be as effective as possible in their work?



## 03 SUCCESSION PLANNING AND KNOWLEDGE TRANSFER

If tomorrow morning, a key employee leaves (due to retirement or career change) with all their knowledge, what is your action plan for transferring their expertise to your employees?





Why Alpha Learning

## OUR APPROACH

Alpha Learning offers a comprehensive service package for **training and procedural video production** - analysis, strategy, production, integration - **or customized**, designed to meet all your retention, skill development and transfer needs.

We use **video production** and an **online training platform** as the tools of choice to improve skills and business operational processes, and deliver an immersive, effective learning experience tailored to your business needs.



Our approach

# NEEDS ANALYSIS

In collaboration with our customers, we start by gaining a clear understanding of their challenges and organizational objectives in terms of skill retention and development. We then define the specific needs and priorities in order to establish an appropriate service offering.

For example:

- Operational issues
- Customer service
- Training gaps
- Recruitment



This analysis is crucial in defining the project's scope and finalizing the service agreement.



Our approach

# SKILLS ASSESSMENT

This stage involves assessing existing team skills with department managers. Together, we review current training programs to identify training gaps and determine whether to create new content or transform existing content to better meet identified needs. This step is an iterative process that ensures the alignment of initiatives with corporate objectives and the priorities of the teams.



These assessments can be carried out continuously throughout the process



# 02



Our approach

# PROGRAM MAPPING

Mapping can be described as the strategic planning stage. It involves developing a detailed action plan to define the next steps for your training program in terms of training video content production and procedures, as well as online integration. This involves choosing the best method for delivering training content, the appropriate online platform (e-learning/LMS) and designing a tactical plan.



This step enable us to create a plan of action.



# 03



Our approach

# PRODUCTION

The production of content stage is the core of our personalized service, where we transform ideas into reality. This involves creating customized resources using the delivery method best suited to your company's needs and reality.

This creativity can be expressed through more modern mediums such as video, 3D or motion animation, or through more conservative methods such as electronic documents and PowerPoint. By exploiting and integrating a variety of media into your training programs, you can ensure an enriched learning experience for your employees.



The objective is to satisfy the diverse learning styles of your employees.



Our approach

# LMS : INTEGRATION AND LAUNCH

The integration stage centralizes training and procedures, enabling employees to access them at all times, on the technology of their choice. In collaboration with your company's key resources, such as human resources or the information technology (IT) team, we integrate the content created on an e-learning platform or learning management system (LMS). The main objective at this stage is to provide a fluid and efficient learning experience, ensuring that employees have the resources they need and want for their professional development.



The objective is to satisfy the diverse learning styles of your employees.



Our approach

# TRAIN THE TRAINER

The "train the trainer" stage is the last but not the least. It is intended to make your teams autonomous in using the training tools. Our objective is to ensure that your trainers have the necessary skills to effectively support your employees in using the online training platform.



The objective is to make your teams autonomous.



# 06



## WHY CHOOSE US?

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When you choose Alpha Learning, you benefit from the expertise of a team dedicated to creating high-quality, creative video content and integrating it into your online training platform (LMS).



### **OUR EXPERTISE**

Impeccable production and engaging videos, while ensuring your total satisfaction. We focus on production quality, content accuracy, training impact and customer satisfaction.



### **OUR COLLABORATIVE APPROACH**

We bring your vision to life with precision, ensuring that each training course accurately reflects your corporate identity and values, while meeting your most stringent requirements for integration into your LMS.



### **QUEBEC-BASED COMPANY**

We're a Quebec company. Our customized learning solutions are adapted to the realities of the Quebec business world, propelling your company to new heights.

Clients

# OUR CLIENTS

We work with extraordinary customers who believe in innovation.

The logo for CPKC, consisting of the letters 'CPKC' in a bold, red, sans-serif font.The logo for SPI Health and Safety. It features the letters 'SPI' in a bold, red, italicized font, followed by a blue and red graphic element resembling a stylized 'S' or a shield. Below this, the words 'HEALTH AND SAFETY' are written in a smaller, blue, sans-serif font.The logo for thinkmax, featuring a small icon of a speech bubble or document with a checkmark, followed by the word 'thinkmax' in a bold, black, sans-serif font.The logo for Stedfast, featuring a stylized white bird in flight above the word 'Stedfast' in a bold, black, sans-serif font. Below the name, the tagline 'CHEF DE FILE EN TISSUS BARRIÈRES' is written in a smaller, black, sans-serif font.The logo for ADERCO, featuring a green teardrop shape containing the letter 'A', followed by the word 'DERCO' in a bold, dark green, sans-serif font.



Alpha Learning

# NOUS JOINDRE

Are you looking for a partner who can help you produce modern training and procedure videos, as well as help you find a solution for integrating and organizing your training and procedures within a Learning Management System (LMS)? Contact us today to discuss your specific requirements.



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**Amélie Leduc**

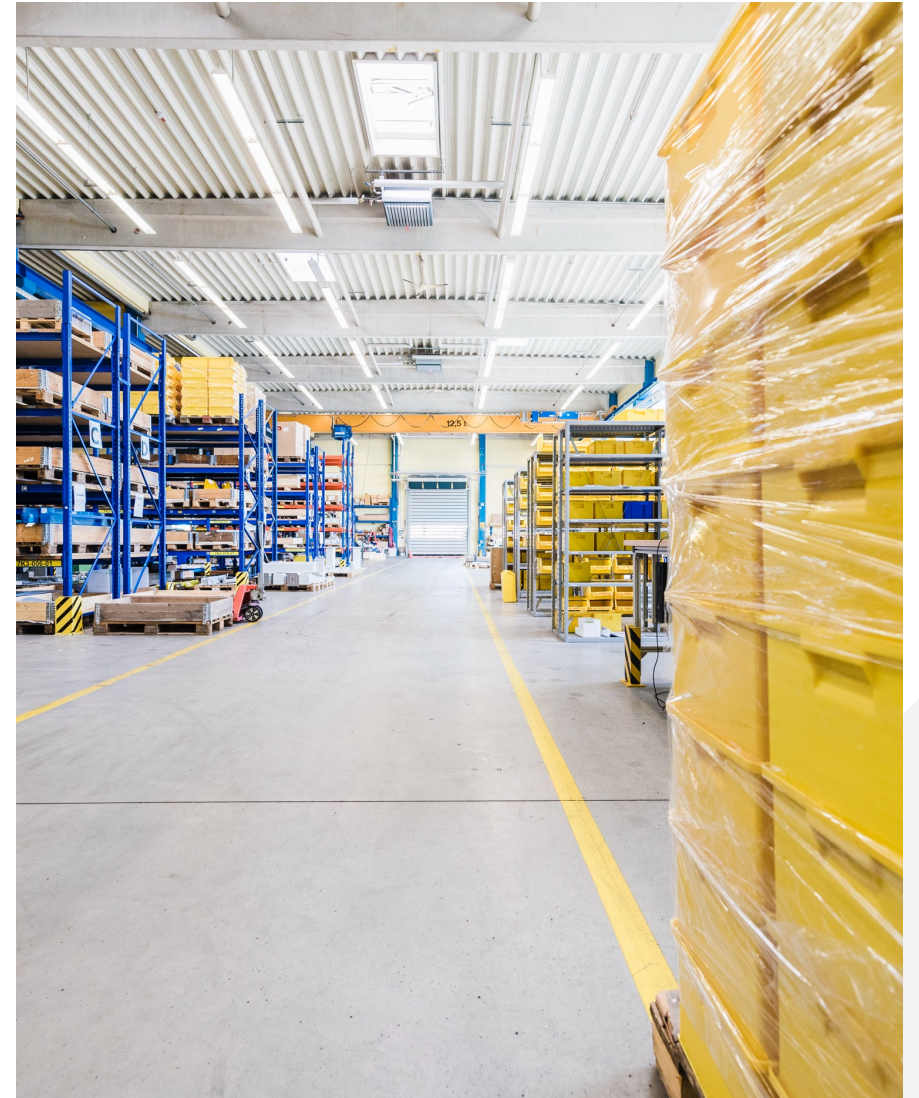
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**THANK YOU !**

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